“Consumption Rituals: a Strategic Marketing Framework” Published on Top Peer-reviewed Polish Journal

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(PRWEB) January 04, 2016 -- Studia Ekonomiczne, the journal of the Institute of Economics of the Polish Academy of Science, has published in this latest issue, a peer-reviewed article by Filiberto Amati and Francisco Pestana: “Consumption Rituals: a strategic marketing framework”.

The objective of this paper is to provide a solid framework to analyze consumption rituals, in order to develop activation ideas for new and existing brands, as well as fuel innovation concepts – both at product and experience level – in a more consumer centric approach.

“Rituals are powerful, because they are based on repetitive – and therefore predictable – behavior, with a strong link to our emotions, which makes them a fertile territory for relevant brand building and consumer centric innovation” - explains Filiberto Amati – “This is critical in a global context where brands struggle to find a purposeful and relevant connection with consumers, and product lifecycles are getting shorter and shorter. Even more in context in which consumers’ education is sprained by hyper-turbulent market places, ritualized consumption can assist in filling that gap”

Amati & Associates founder Filiberto Amati is a renowned growth adviser, innovation catalyst, branding architect and international expansion consultant. Building upon a nearly 15-year career in marketing and innovation, he founded Amati & Associates in 2012. He is also currently pursuing a PhD at the Polish Academy of Science, which complements his MBA at IESE Business School in Barcelona (2003) and his Masters in Engineering and Management from Federico II in Naples, Italy (1998). In 1999 the University Federico II awarded him with the Guido Dorso prize for his research in the field of southern Italy SME. A native Italian speaker, he is also fluent in English, Spanish and French. He is currently studying Polish and lives in Warsaw, Poland, with his wife and children.
Contact Information
Filiberto Amati
Amati & Associates
http://www.filibertoamati.com
+48 693993374

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